

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1 Claim 1 (currently amended): A computer-implemented method
2 for determining one or more ad targeting keywords, the
3 computer-implemented method comprising:
4 a) accepting, with a computer system including a
5 plurality of networked computers, a category;
6 b) looking up, with the computer system, one or more
7 keywords using the accepted category and a previously
8 stored association of a plurality of categories and
9 keywords; [[and]]
10 c) storing, with the computer system, [[providing]]
11 at least some of the one or more keywords as one or
12 more ad targeting keywords of an advertisement; and
13 d) controlling, with the computer system, a serving
14 of the advertisement using the stored one or more ad
15 targeting keywords, wherein when the advertisement is
16 served with the computer system, presentation of the
17 advertisement to a user is induced.

- 1 Claim 2 (currently amended): The computer-implemented
2 method of claim 1 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for the
4 advertisement, ~~[[an ad]]~~, which negative keyword is used to
5 make the advertisement ~~[[ad]]~~ ineligible to be served for
6 requests including the negative keyword.

Claims 3 and 4 (canceled)

- 1 Claim 5 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of looking up one or more

3 keywords uses a stored ~~[[an]]~~ index in which each of the
4 ~~[[a]]~~ plurality of categories is provided as a lookup key
5 to one or more keywords associated with each category.

1 Claim 6 (currently amended): The computer-implemented
2 method of claim 1 further comprising:
3 - performing, with the computer system, qualification
4 testing of the one or more keywords; and
5 - determining, with the computer system, ~~[[to~~
6 ~~determine]]~~ if a keyword is qualified or unqualified
7 for use as a ~~[[an-ad]]~~ targeting keyword of the
8 advertisement,
9 wherein each of the at least some of the keywords
10 stored ~~[[provided]]~~ as one or more ad targeting keywords of
11 the advertisement are qualified keywords.

1 Claim 7 (currently amended): The computer-implemented
2 method of claim 6 wherein the act of performing
3 qualification testing of the keyword tracks a performance
4 of a set of one or more advertisements ~~[[ads]]~~ served using
5 the keyword as an ad targeting keyword, wherein the set of
6 one or more advertisements includes the advertisement.

1 Claim 8 (currently amended): The computer-implemented
2 method of claim 7 wherein the performance of the set of one
3 or more advertisements ~~[[ads]]~~ is tracked in general,
4 across all categories.

1 Claim 9 (currently amended): The computer-implemented
2 method of claim 7 wherein the performance of the set of one
3 or more advertisements ~~[[ads]]~~ is tracked across one or
4 more specific categories.

1 Claim 10 (previously presented): The computer-implemented
2 method of claim 9 wherein the one or more specific
3 categories include the category accepted.

1 Claim 11 (currently amended): The computer-implemented
2 method of claim 7 wherein the set of one or more
3 advertisements ~~[[ads]]~~ served using the keyword as an ad
4 targeting keyword during the act of performing
5 qualification testing of the keywords, are only served on
6 available ad spots that otherwise would be unused by any
7 ads.

1 Claim 12 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of storing ~~[[providing]]~~
3 at least some of the keywords as one or more ad targeting
4 keywords of the advertisement stores ~~[[provides]]~~ the one
5 or more keywords in an order determined using unused
6 inventory information about available ad spots that
7 otherwise would be unused by any ads.

1 Claim 13 (currently amended): The computer-implemented
2 method of claim 1 wherein the act of storing ~~[[providing]]~~
3 at least some of the one or more keywords as one or more ad
4 targeting keywords of an advertisement stores ~~[[provides]]~~
5 the one or more keywords in an order determined using
6 unused inventory information such that a keyword
7 corresponding to a larger number of ad spots that otherwise
8 would be unused by other ads is provided before another
9 keyword corresponding to a smaller number of ad spots that
10 otherwise would be unused by other ads.

1 Claim 14 (currently amended): A computer-implemented
2 method for determining one or more ad targeting keywords,
3 the computer-implemented method comprising:
4 a) accepting, with a computer system including a
5 plurality of networked computers, a category;
6 b) looking up, with the computer system, one or more
7 keywords using the accepted category and a previously
8 stored association of a plurality of categories and
9 keywords;
10 c) transmitting, with the computer system,
11 [[providing]] the one or more keywords as suggested
12 targeting keywords to induce presentation of the one
13 or more keywords to an advertiser;
14 d) receiving, with the computer system, [[accepting]]
15 advertiser input in response to the suggested
16 targeting keywords; and
17 e) determining whether or not to store [[provide]] at
18 least some of the one or more keywords as targeting
19 keywords for an advertisement of the advertiser [[ad]]
20 using the received [[accepted]] advertiser input.

1 Claim 15 (currently amended): The computer-implemented
2 method of claim 14 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for the
4 advertisement [[an-ad]], which negative keyword is used to
5 make the advertisement [[ad]] ineligible to be served for
6 requests including the negative keyword.

Claims 16 and 17 (canceled)

1 Claim 18 (currently amended): The computer-implemented
2 method of claim 14 wherein the act of looking up keywords

3 uses a stored ~~[[an]]~~ index in which each of the ~~[[a]]~~
4 plurality of categories is provided as a lookup key to one
5 or more keywords associated with each category.

1 Claim 19 (currently amended): The computer-implemented
2 method of claim 14 further comprising:
3 - performing, with the computer system, qualification
4 testing of the keywords; and
5 - determining, with the computer system, ~~[[to~~
6 determine]] if a keyword is qualified or unqualified
7 for use as a ~~[[an-ad]]~~ targeting keyword of the
8 advertisement,
9 wherein each of the at least some of the keywords
10 transmitted to the advertiser is a ~~[[provided as one or~~
11 ~~more ad-targeting keywords are]]~~ qualified keyword
12 ~~[[keywords]]~~.

1 Claim 20 (currently amended): The computer-implemented
2 method of claim 19 wherein the act of performing
3 qualification testing of the keyword tracks a performance
4 of a set of one or more advertisements ~~[[ads]]~~ served using
5 the keyword as an ad targeting keyword, wherein the set of
6 one or more advertisements includes the advertisement.

1 Claim 21 (currently amended): The computer-implemented
2 method of claim 20 wherein the performance of the set of
3 one or more advertisements ~~[[ads]]~~ is tracked in general,
4 across all categories.

1 Claim 22 (previously presented): The computer-implemented
2 method of claim 21 wherein the one or more specific
3 categories include the category accepted.

1 Claim 23 (currently amended): The computer-implemented
2 method of claim 20 wherein the performance of the set of
3 one or more advertisements ~~[[ads]]~~ is tracked across one or
4 more specific categories.

1 Claim 24 (currently amended): The computer-implemented
2 method of claim 20 wherein the set of one or more
3 advertisements ~~[[ads]]~~ served using the keyword as an ad
4 targeting keyword during the act of performing
5 qualification testing of the keywords, are only served on
6 available ad spots that otherwise would be unused by any
7 ads.

1 Claim 25 (currently amended): The computer-implemented
2 method of claim 14 wherein the act of transmitting
3 ~~[[providing]]~~ the one or more keywords as suggested
4 targeting keywords to induce a presentation of the one or
5 more keywords to an advertiser does so such that
6 ~~[[provides]]~~ the one or more keywords are presented to the
7 advertiser in an order determined using unused inventory
8 information about available ad spots that otherwise would
9 be unused by any ads.

1 Claim 26 (currently amended): The computer-implemented
2 method of claim 14 wherein the act of transmitting
3 ~~[[providing]]~~ the one or more keywords as suggested
4 targeting keywords to induce a presentation of the one or
5 more keywords to an advertiser does so such that
6 ~~[[provides]]~~ the one or more keywords are presented to the
7 advertiser in an order determined using unused inventory
8 information such that a keyword corresponding to a larger
9 number of ad spots that otherwise would be unused by other

10 ads is provided before another keyword corresponding to a
11 smaller number of ad spots that otherwise would be unused
12 by other ads.

1 Claim 27 (currently amended): A computer-implemented
2 method for generating one or more serving constraints for
3 targeting an ad, the computer-implemented method
4 comprising:

- 5 a) accepting, with a computer system including a
6 plurality of networked computers, ad information;
- 7 b) determining, with the computer system, a category
8 using the accepted ad information;
- 9 c) locking up, with the computer system, one or more
10 keywords using the accepted category and a previously
11 stored association of a plurality of categories and
12 keywords;
- 13 d) storing, with the computer system, at least some
14 of the one or more keywords as one or more ad
15 targeting keywords of an advertisement; and
- 16 e) controlling, with the computer system, a serving
17 of the advertisement using the stored one or more ad
18 targeting keywords, wherein when the advertisement is
19 served with the computer system, presentation of the
20 advertisement to a user is induced ~~[[looking up one or~~
21 ~~more serving constraints using the category~~
22 ~~determined]]~~.

1 Claim 28 (currently amended): The computer-implemented
2 method of claim 83 wherein at least one of the one or more
3 ad targeting keywords is a negative keyword for the
4 advertisement ~~[[an ad]]~~, which negative keyword is used to

5 make the advertisement ~~[[ad]]~~ ineligible to be served for
6 requests including the negative keyword.

1 Claim 29 (currently amended): The computer-implemented
2 method of claim 27 wherein the advertisement ~~[[an-ad]]~~
3 includes ad creative information for rendering the
4 advertisement ~~[[ad]]~~ and an address of a landing Webpage
5 linked from the advertisement ~~[[ad]]~~, and
6 wherein the act of determining a category uses the
7 ~~[[ad]]~~ creative information of the advertisement.

1 Claim 30 (currently amended): The computer-implemented
2 method of claim 27 wherein the advertisement ~~[[an-ad]]~~
3 includes ad creative information for rendering the
4 advertisement ~~[[ad]]~~ and an address of a landing Webpage
5 linked from the advertisement ~~[[ad]]~~, and
6 wherein the act of determining at least one category
7 uses information from the landing Webpage.

1 Claim 31 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of looking up one or
3 more keywords uses a stored ~~[[an]]~~ index in which each of
4 the ~~[[a]]~~ plurality of categories is provided as a lookup
5 key to one or more keywords associated with each category.

1 Claim 32 (currently amended): The computer-implemented
2 method of claim 83 further comprising:
3 - performing, with the computer system, qualification
4 testing of the keywords; and
5 - determining, with the computer system, [[to
6 determine]] if a keyword is qualified or unqualified

7 for use as an ad targeting keyword of the
8 advertisement,
9 wherein each of the at least some of the keywords
10 stored ~~[[provided]]~~ as one or more ad targeting keywords of
11 the advertisement is a ~~[[are]]~~ qualified keyword
12 ~~[[keywords]]~~.

1 Claim 33 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of performing
3 qualification testing of the keyword tracks a performance
4 of a set of one or more advertisements ~~[[ads]]~~ served using
5 the keyword as an ad targeting keyword, wherein the set of
6 one or more advertisements includes the advertisement.

1 Claim 34 (currently amended): The computer-implemented
2 method of claim 27 wherein the performance of the set of
3 one or more advertisements ~~[[ads]]~~ is tracked in general,
4 across all categories.

1 Claim 35 (currently amended): The computer-implemented
2 method of claim 27 wherein the performance of the set of
3 one or more advertisements ~~[[ads]]~~ is tracked across one or
4 more specific categories.

1 Claim 36 (previously presented): The computer-implemented
2 method of claim 27 wherein the one or more specific
3 categories include the category accepted.

1 Claim 37 (currently amended): The computer-implemented
2 method of claim 33 wherein the set of one or more
3 advertisements ~~[[ads]]~~ served using the keyword as an ad
4 targeting keyword during the act of performing

5 qualification testing of the keywords, are only served on
6 available ad spots that otherwise would be unused by any
7 ads.

1 Claim 38 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of storing ~~[[providing]]~~
3 at least some of the keywords as one or more ad targeting
4 keywords of the advertisement stores ~~[[provides]]~~ the one
5 or more keywords in an order determined using unused
6 inventory information about available ad spots that
7 otherwise would be unused by any ads.

1 Claim 39 (currently amended): The computer-implemented
2 method of claim 83 wherein the act of storing ~~[[providing]]~~,
3 at least some of the one or more keywords as one or more ad
4 targeting keywords of an advertisement stores ~~[[provides]]~~
5 the one or more keywords in an order determined using
6 unused inventory information such that a keyword
7 corresponding to a larger number of ad spots that otherwise
8 would be unused by other ads is provided before another
9 keyword corresponding to a smaller number of ad spots that
10 otherwise would be unused by other ads.

Claims 40 and 41 (canceled)

1 Claim 42 (currently amended): Apparatus for determining
2 one or more ad targeting keywords, the apparatus
3 comprising:
4 a) an input for accepting a category;
5 b) a plurality of networked processors; and

6 c) at least one storage device storing executable
7 instructions which, when executed by the plurality of
8 networked processors, performs a method including
9 1) ~~[[b) means for]]~~ looking up one or more
10 keywords using the accepted category and a
11 previously stored association of a plurality of
12 categories and keywords, ~~[[+ and]]~~
13 2) storing ~~[[e) means for providing]]~~ at least
14 some of the keywords as one or more ad targeting
15 keywords of an advertisement, and
16 3) controlling a serving of the advertisement
17 using the stored one or more ad targeting
18 keywords, wherein when the advertisement is
19 served, presentation of the advertisement to a
20 user is induced.

1 Claim 43 (currently amended): The apparatus of claim 42
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword for the advertisement ~~[[an~~
4 ~~ad]]~~, which negative keyword is used to make the
5 advertisement ~~[[ad]]~~ ineligible to be served for requests
6 including the negative keyword.

Claims 44 and 45 (canceled)

1 Claim 46 (currently amended): The apparatus of claim 42
2 wherein the act of ~~[[means for]]~~ looking up one or more
3 keywords uses a stored ~~[[use an]]~~ index in which each of
4 the ~~[[a]]~~ plurality of categories is provided as a lookup
5 key to one or more keywords associated with each category.

1 Claim 47 (currently amended): The apparatus of claim 42
2 wherein the method further includes ~~[[comprising]]~~
3 - ~~[[means for]]~~ performing qualification testing of
4 the one or more keywords; and ~~[[keyword to determine]]~~
5 - determining if a keyword is qualified or
6 unqualified for use as an ad targeting keyword of the
7 advertisement,
8 wherein each of the at least some of the keywords
9 stored ~~[[provided]]~~ as one or more ad targeting keywords of
10 the advertisement are qualified keywords.

1 Claim 48 (currently amended): The apparatus of claim 47
2 wherein the act of ~~[[means for]]~~ performing qualification
3 testing of the keywords tracks ~~[[track]]~~ a performance of
4 the set of one or more advertisements ~~[[ads]]~~ served using
5 the keyword as an ad targeting keyword, wherein the set of
6 one or more advertisements includes the advertisement.

1 Claim 49 (currently amended): The apparatus of claim 48
2 wherein the performance of the set of one or more
3 advertisements ~~[[ads]]~~ is tracked in general, across all
4 categories.

1 Claim 50 (currently amended): The apparatus of claim 48
2 wherein the performance of the set of one or more
3 advertisements ~~[[ads]]~~ is tracked across one or more
4 specific categories.

1 Claim 51 (previously presented): The apparatus of claim 50
2 wherein the one or more specific categories include the
3 category accepted.

1 Claim 52 (currently amended): The apparatus of claim 48
2 wherein the set of one or more advertisements ~~[[ads]]~~
3 served using the keyword as an ad targeting keyword by the
4 act of ~~[[means for]]~~ performing qualification testing of
5 the keywords, is ~~[[are]]~~ only served on available ad spots
6 that otherwise would be unused by any ads.

1 Claim 53 (currently amended): The apparatus of claim 42
2 wherein the act of storing ~~[[means for providing]]~~ at least
3 some of the keywords as one or more ad targeting keywords
4 of the advertisement stores ~~[[provide]]~~ the one or more
5 keywords in an order determined using unused inventory
6 information about available ad spots that otherwise would
7 be unused by any ads.

1 Claim 54 (currently amended): The apparatus of claim 42
2 wherein the act of storing ~~[[means for providing]]~~ at least
3 some of the keywords as one or more ad targeting keywords
4 of the advertisement stores ~~[[provide]]~~ the one or more
5 keywords in an order determined using unused inventory
6 information such that a keyword corresponding to a larger
7 number of ad spots that otherwise would be unused by other
8 ads is provided before another keyword corresponding to a
9 smaller number of ad spots that otherwise would be unused
10 by other ads.

1 Claim 55 (currently amended): Apparatus for determining
2 one or more ad targeting keywords, the apparatus
3 comprising:
4 a) an input for accepting a category;
5 b) a plurality of networked processors; and

6 c) at least one storage device storing executable
 7 instructions which, when executed by the plurality of
 8 networked processors, performs a method including
 9 1) ~~[[b) means for]]~~ looking up one or more
 10 keywords using the accepted category and a
 11 previously stored association of a plurality of
 12 categories and keywords, [[+]]
 13 2) transmitting ~~[[e) means for providing]]~~ the
 14 one or more keywords as suggested targeting
 15 keywords to induce presentation of the one or
 16 more keywords to an advertiser, [[+]]
 17 3) ~~[[d) means for accepting]]~~ receiving
 18 advertiser input in response to the suggested
 19 targeting keywords, [[+]] and
 20 4) ~~[[e) means for]]~~ determining whether or not
 21 to store ~~[[provide]]~~ at least some of the one or
 22 more keywords as targeting keywords for an
 23 advertisement of the advertiser ~~[[ad]]~~ using the
 24 received ~~[[accepted]]~~ advertiser input.

1 Claim 56 (currently amended): The apparatus of claim 55
 2 wherein at least one of the one or more ad targeting
 3 keywords is a negative keyword of the advertisement ~~[[a~~
 4 ~~ad]]~~, which negative keyword is used to make the
 5 advertisement ~~[[ad]]~~ ineligible to be served for requests
 6 including the negative keyword.

Claims 57 and 58 (canceled)

1 Claim 59 (currently amended): The apparatus of claim 55
 2 wherein the act of ~~[[means for]]~~ looking up keywords uses a
 3 stored ~~[[a]]~~ index in which each of the ~~[[a]]~~ plurality of

4 categories is provided as a lookup key to one or more
5 keywords associated with each category.

1 Claim 60 (currently amended): The apparatus of claim 55
2 wherein the method further includes ~~[[comprising+]]~~
3 - ~~[[means for]]~~ performing qualification testing of
4 the keywords ~~[[to determine]]~~, and
5 - determining if a keyword is qualified or
6 unqualified for use as a ~~[[an ad]]~~ targeting keyword
7 of the advertisement,
8 wherein each of the at least some of the keywords
9 transmitted to the advertiser is a ~~[[provided as suggested~~
10 ~~targeting keywords to an advertiser are]]~~ qualified
11 ~~[[keywords]]~~ keyword.

1 Claim 61 (currently amended): The apparatus of claim 60
2 wherein the act of ~~[[means for]]~~ performing qualification
3 testing of the keyword tracks ~~[[track]]~~ a performance of a
4 set of one or more advertisements ~~[[ads]]~~ served using the
5 keyword as an ad targeting keyword, wherein the set of one
6 or more advertisements includes the advertisement.

1 Claim 62 (currently amended): The apparatus of claim 61
2 wherein the performance of the set of one or more
3 advertisements ~~[[ads]]~~ is tracked in general, across all
4 categories.

1 Claim 63 (previously presented): The apparatus of claim 62
2 wherein the one or more specific categories include the
3 category accepted.

1 Claim 64 (currently amended): The apparatus of claim 61
2 wherein the performance of the set of one or more
3 advertisements ~~[[ads]]~~ is tracked across one or more
4 specific categories.

1 Claim 65 (currently amended): The apparatus of claim 61
2 wherein the set of one or more advertisements ~~[[ads]]~~
3 served using the keyword as an ad targeting keyword by the
4 act of ~~[[means for]]~~ performing qualification testing of
5 the keywords, is ~~[[are]]~~ only served on available ad spots
6 that otherwise would be unused by any ads.

1 Claim 66 (currently amended): The apparatus of claim 55
2 wherein the ~~[[means for providing]]~~ act of transmitting the
3 one or more keywords as suggested targeting keywords to
4 induce presentation of the one or more keywords to an
5 advertiser does so such that ~~[[provide]]~~ the one or more
6 keywords are presented to the advertiser in an order
7 determined using unused inventory information about
8 available ad spots that would otherwise be unused by any
9 ads.

1 Claim 67 (currently amended): The apparatus of claim 55
2 wherein the ~~[[means for providing]]~~ act of transmitting the
3 one or more keywords as suggested targeting keywords to
4 induce presentation of the one or more keywords to an
5 advertiser does so such that ~~[[provide]]~~ the one or more
6 keywords are presented to the advertiser in an order
7 determined using unused inventory information such that a
8 keyword corresponding to a larger number of ad spots that
9 otherwise would be unused by other ads is provided before

10 another keyword corresponding to a smaller number of ad
11 spots that otherwise would be unused by other ads.

1 Claim 68 (currently amended): Apparatus for generating one
2 or more keywords as candidates for use as ad targeting
3 keywords, the apparatus comprising:

- 4 a) an input for accepting ad information;
- 5 b) a plurality of networked processors; and
- 6 c) at least one storage device storing executable
7 instructions which, when executed by the plurality of
8 networked processors, performs a method including
 - 9 1) ~~[[b) means for]]~~ determining a category using
10 the accepted ad information~~[[+~~
11 ~~e) means for looking up one or more keywords~~
12 ~~from the category determined]]~~,
13 2) looking up, with the computer system, one or
14 more keywords using the accepted category and a
15 previously stored association of a plurality of
16 categories and keywords,
17 3) storing, with the computer system, at least
18 some of the one or more keywords as one or more
19 ad targeting keywords of an advertisement, and
20 4) controlling, with the computer system, a
21 serving of the advertisement using the stored one
22 or more ad targeting keywords, wherein when the
23 advertisement is served with the computer system,
24 presentation of the advertisement to a user is
25 induced.

1 Claim 69 (currently amended): The apparatus of claim 68
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword for the advertisement ~~[[an~~

4 ~~ad~~]], which negative keyword is used to make the
5 advertisement ~~[[ad]]~~ ineligible to be served for requests
6 including the negative keyword.

1 Claim 70 (currently amended): The apparatus of claim 68
2 wherein the advertisement ~~[[an-ad]]~~ includes ad creative
3 information for rendering the advertisement ~~[[ad]]~~ and an
4 address of a landing Webpage linked from the advertisement
5 ~~[[ad]]~~, and
6 wherein the act of ~~[[means-for]]~~ determining at least
7 one category uses ~~[[use]]~~ the ~~[[ad]]~~ creative information
8 of the advertisement.

1 Claim 71 (currently amended): The apparatus of claim 68
2 wherein the advertisement ~~[[an-ad]]~~ includes ad creative
3 information for rendering the advertisement ~~[[ad]]~~ and an
4 address of a landing Webpage linked from the advertisement
5 ~~[[ad]]~~, and
6 wherein the act of ~~[[means-for]]~~ determining at least
7 one category uses ~~[[use]]~~ information from a landing
8 Webpage.

1 Claim 72 (currently amended): The apparatus of claim 68
2 wherein the act of ~~[[means-for]]~~ looking up one or more
3 keywords uses a stored ~~[[an]]~~ index in which each of the
4 ~~[[a]]~~ plurality of categories is provided as a lookup key
5 to one or more keywords associated with each category.

1 Claim 73 (currently amended): The apparatus of claim 68
2 wherein the method further includes ~~[[comprising+]]~~
3 - ~~[[means-for]]~~ performing qualification testing of
4 the keywords ~~[[to-determine]]~~, and

5 - determining if a keyword is qualified or
6 unqualified for use as an ad targeting keyword of the
7 advertisement,
8 wherein each of the at least some of the keywords
9 stored ~~[[provided]]~~ as one or more ad targeting keywords of
10 the advertisement is a ~~[[are]]~~ qualified keyword
11 ~~[[keywords]]~~.

1 Claim 74 (currently amended): The apparatus of claim 73
2 wherein the act of ~~[[means for]]~~ performing qualification
3 testing of the keyword tracks a performance of a set of one
4 or more advertisements ~~[[ads]]~~ served using the keyword as
5 an ad targeting keyword, wherein the set of one or more
6 advertisements includes the advertisement.

1 Claim 75 (currently amended): The apparatus of claim 74
2 wherein the performance of the set of one or more
3 advertisements ~~[[ads]]~~ is tracked in general, across all
4 categories.

1 Claim 76 (currently amended): The apparatus of claim 74
2 wherein the performance of the set of one or more
3 advertisements ~~[[ads]]~~ is tracked across one or more
4 specific categories.

1 Claim 77 (previously presented): The apparatus of claim 76
2 wherein the one or more specific categories include the
3 category accepted.

1 Claim 78 (currently amended): The apparatus of claim 74
2 wherein the set of one or more advertisements ~~[[ads]]~~
3 served using the keyword as an ad targeting keyword during

4 ~~[[by]]~~ the act of ~~[[means-for]]~~ performing qualification
5 testing of the keywords, is ~~[[are]]~~ only served on
6 available ad spots that otherwise would be unused by any
7 ads.

1 Claim 79 (currently amended): The apparatus of claim 68
2 wherein the act of storing ~~[[means-for-providing]]~~ the
3 keywords as candidate targeting keywords of the
4 advertisement stores ~~[[provide]]~~ the determined one more
5 keywords in an order determined using unused inventory
6 information about available ad spots that would otherwise
7 be unused by any ads.

1 Claim 80 (currently amended): The apparatus of claim 68
2 wherein the act of storing ~~[[means-for-providing]]~~ the
3 keywords as candidate targeting keywords of the
4 advertisement stores ~~[[provide]]~~ the keywords in an order
5 determined using unused inventory information such that a
6 keyword corresponding to a larger number of ad spots that
7 otherwise would be unused by other ads is provided before
8 another keyword corresponding to a smaller number of ad
9 spots that otherwise would be unused by other ads.

1 Claim 81 (currently amended): The apparatus of claim 68
2 wherein the method further includes ~~[[comprising-]]~~
3 ~~[[a)-means-for]]~~ 5) populating serving constraints of an
4 ad with the candidate keywords.

1 Claim 82 (currently amended): The apparatus of claim 68
2 wherein the method further includes ~~[[comprising-]]~~
3 ~~a)-means-for providing]]~~ 5) transmitting, with the
4 computer system, the candidate keywords to induce

5 presentation of the one or more keywords to an
6 advertiser as ad targeting keyword suggestions, [[+]]
7 6) receiving, with the computer system, [[e) — means
8 for accepting]] advertiser input in response to the
9 suggested targeting keywords, [[+]] and
10 7) [[f) — means for]] determining, with the computer
11 system, whether or not to store [[provide]] at least
12 some of the candidate keywords as targeting keywords
13 for an advertisement of the advertiser [[ad]] using
14 the received [[accepted]] advertiser input.

1 Claim 83 (previously presented): The
2 computer-implemented method of claim 27 wherein the one
3 or more serving constraints are one or more ad targeting
4 keywords.

1 Claim 84 (currently amended): A computer-implemented
2 method comprising:
3 a) accepting, with a computer system including a
4 plurality of networked computers, ad information;
5 b) determining, with the computer system, one or
6 more categories using the accepted ad information;
7 c) transmitting, with the computer system,
8 [[recommending]] at least one of the one or more
9 categories determined to induce presentation of the
10 at least one of the one or more categories to an
11 advertiser; and
12 d) receiving, with the computer system,
13 [[accepting]] advertiser feedback with respect to
14 the [[recommended]] presented one or more
15 categories,

16 wherein each of the one or more categories is
17 specifically associated with one or more keywords in a
18 data structure stored on the computer system.

Claim 85 (canceled)

1 Claim 86 (currently amended): The computer-implemented
2 method of claim 1 wherein the category is specifically
3 associated with the keywords in a data structure stored on
4 the computer system and this specific association is used
5 to lookup the keywords.

1 Claim 87 (currently amended): The computer-implemented
2 method of claim 14 wherein the category is specifically
3 associated with the keywords in a data structure stored on
4 the computer system and this specific association is used
5 to lookup the keywords.

1 Claim 88 (currently amended): The computer-implemented
2 method of claim 27 wherein the category is specifically
3 associated with the keywords in a data structure stored on
4 the computer system and this specific association is used
5 to lookup the keywords.